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ACCOUNT ACTIVITY REPORT: Downtown Center Business Improvement District

APRIL 2015

TO: Carol Schatz, Suzanne Holley, Nicholas Griffin, Lauren Reilly Mitchell

Public Relations activity performed by Macy + Associates for the Downtown Center Business Improvement District

ACCOUNT STRATEGY

- Provide media relations support to the DCBID'S events and programs.
- Promote the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Promote the DCBID as the catalyst for the continued transformation of downtown Los Angeles into a 24/7 city.
- Continue to promote the content of the DCBID's Annual and Quarterly Reports to local, regional and national media as the source for statistical information on the people who live, work and visit the downtown marketplace.
- Research and secure speaking opportunities for Carol that benefit the programs and goals of the DCBID and Downtown LA in general.

PUBLIC RELATIONS

- **Los Angeles Business Journal: Women Making A Difference Nomination**
After researching, drafting and submitting a nomination for Carol to the LABJ's Women Making A Difference Symposium and Awards, Agency was notified that Carol was indeed selected as a winner and immediately notified Client in order to confirm attendance to the awards and symposium.

Per Client direction, Agency secured Carol's attendance at the Awards Ceremony and received a pass for the morning portion due to Carol's schedule.

Status: Submission Complete. Client to receive award at 2015 Los Angeles Business Journal Women Making a Difference Awards & Symposium scheduled for 5.04.

- **Real Estate Forum: Women of Influence Nomination**
As part of our media relations outreach, Agency nominated Carol Schatz as a California Women of Influence with the Real Estate Forum. Agency drafted answers for the nomination form and sent to Client for approval on 3.06. Being that the 4.10 deadline was nearing, Agency resubmitted to Client for review on 3.30.



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Per Client direction, Agency sent the submission to F. Muir for additional feedback on 4.02. Upon receiving his suggestions, Agency submitted the nomination on behalf of Ms. Schatz on 4.08.

Status: Submission Complete. Currently pending next steps from publication.

- **Year End Market Report Press Release**

To accompany the completion of the Year End Market Report, Agency drafted a press release announcing the finalization and distribution of the report and sent to Client for initial review on 3.30. After Agency incorporated changes and sent release back to Client on 3.31, Client provided Agency with additional feedback on 4.13. Upon incorporating revisions, Agency resent release to Client for final review and sign off on 4.14. Currently pending Client approval and direction.

Status: Ongoing. Release is currently pending final review and sign off from Client.

- **CTO Post Event Launch Press Release**

Following the kick-off of the DCBID'S 'GET URBAN' Tech and Creative Office Initiative in March, Agency drafted a post event press release announcing the success of the first series of tours and sent to Client for initial review on 4.2. Client provided Agency with feedback and approval on 4.13 and Agency immediately began distribution to targeted list of media.

Status: Press release complete and distributed. Agency to continue following up and monitor for media coverage.

- **Carol Schatz Quote for Beacon Economic Study**

Per Client request on 4.23, Agency drafted a new quote for Carol Schatz to be incorporated into the 2015 Downtown LA Economic Impact study by Beacon Economics. Agency drafted two different quotes for Client's choosing and provided them to the Client for selection on 4.23. Client is to handle next steps to deliver quote to Beacon Economics.

Status: Complete.

- **Media Inquiry: Dan Evans of Times Community News**

On 4.23 Client notified Agency that Dan Evans had contacted the DCBID directly, with reporter working with Elan on [REDACTED] Elan forwarded Year End Market Report to reporter for his use/research. Subsequently, Client and Agency worked to reiterate that all media inquiries not directed at Carol are to be routed through the Agency.

Status: Complete.

- **Q1 Public Relations Report**

Per Client request, Agency compiled the Public Relations campaign report for the first quarter of 2015.

Status: Complete.

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- **2014 Annual Report**

Having received additional Client feedback to the Annual Report on 4.01, Agency and Client participated in a conference call to clarify final changes before printing. Agency incorporated final revisions and provided a final draft for Sign-off on 4.06.

Further, with the requested of additional imagery/pages be added to the brochure (now 44 pages), Agency secured and forwarded a revised Annual Report printing estimate for review and processing.

With final Client Approval received on 4.07, Agency provided a low res .pdf press proof for client review prior to printing, Client provided final feedback and sign off. Agency worked with vendor to secure delivery date of 4.14.

Status: Complete. Annual Report received final Client approval on 4.07 and delivered to Client on 4.14.

- **Q1 2015 Newsletter**

Agency developed, produced and delivered to the printer the Q1 Newsletter on 3.30. Agency approved final proof on 3.31 and Newsletters printed on 4.01. On schedule, Newsletters were delivered to the Post Office on 4.03 for distribution one week in advance of the Property Owners Meeting on the 16th.

On 4.24, Agency secured a final .pdf from the printer that Client will utilize on DowntownLA.com.

Status: Complete.

- **Annual Property Owner's Meeting PowerPoint**

Agency compiled, designed, produced and presented the new 2014 Annual Report PowerPoint presentation to Client for review and approval. After many rounds of revisions, Agency received final edits and approval on 4.15. Upon sign-off, Agency forwarded a high res .pdf of the final PowerPoint for Client use at the event.

Status: Complete. Revised PowerPoint was presented at 4.16 Annual Property Owner's Meeting.

- **DowntownLA.com Website: Summer in the City Image**

Per Client request, Agency provided a new image of the Summer in the City Flyers from the Annual Report, to be used on DowntownLA.com on 4.07.

Status: Complete.

- **DowntownLA.com Website: Home Slider Art**

Per Client request, Agency provided a new Home Slider Image (GET URBAN) for use on the DowntownLA.com Website on 4.07.



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Status: Complete.

- **CTO Image for Graphic Designer**

Per Client request, Agency provided a new .jpg of the GET Urban cover image for Client use.

Status: Complete.

- **GET URBAN Slideshow**

Per Client request, Agency output new .jpg slides of the GET URBAN Brochure for utilization at one of the tenant stops on the second GET URBAN Tour. Files were delivered on 4.21.

Status: Complete.

MEETINGS/CALLS/EVENTS

- APR 02: CALL – (L. Reilly Mitchell, J. Halloran)
- APR 16: EVNT – Annual Property Owner's MTG (K. Macy, J. Halloran)
- APR 23: EVNT – GET URBAN TOUR #2 (J. Halloran, N. Weiner)
- APR CORRESPONDENCE – (C. Schatz, N. Griffin, S. Holey, M. Filson, E. Shore, J. Whaley, K. Macy, J. Halloran, N. Weiner)

NEXT STEPS

- Continue to monitor Real Estate Forum for Carol's Nomination as a California Woman of Influence.
- Secure Client feedback and approval on Year End Release and distribute to targeted local, regional and trade media.
- Execute upon the 2015 "pitch calendar" that combines editorial opportunities with key milestones in downtown LA.
- Continue to pitch the DCBID as one of the central forces in attracting new business, retail and residential growth to the Central Business District.
- Continue to provide public and media relation's strategies in support of DCBID Events.
- Review and secure editorial calendar opportunities for upcoming stories on downtown Los Angeles that are aligned with our media strategy goals.
- Research and secure targeted speaking opportunities that are aligned with our media strategy goals.
- Assist in the efforts to promote the 'GET URBAN' Creative and Tech Office Initiative.



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